




WSU TRANSPORTATION SERVICES STRATEGIC INITIATIVES FY20 through FY21


TRUE NORTH:

“Optimize Value of the Transportation System Assets and Resources”


Support Institutional Initiatives

- Improve “Town-Gown” access to and from campus 
- Participate in transportation related student research and class projects 
- Become an Accredited Parking Organization (APO)
- Create a vision statement that aligns with true north
- Reduce transit funding risk 
- Identify opportunities to maximize Modernization features/capabilities

Enhance Customer/ Stakeholder Experience

- Improve garage access: Obtain new system 
- Improve first impressions and wayfinding in garages
- Move RV access for home games to Friday entry.... RV Reserved
- Implement a full array of options for customers to purchase parking
- Expand customer feedback mechanisms

Eliminate Administrative Burden

- Establish robust fully automated payroll system or alternative
- Re-establish full functionality with A/R system
- Increase LEAN huddle participation
- Identify and complete at least 2 processes for Kaizen (reduce redundancy, increase efficiency) 
- Develop plan to use 3rd party staffing for major events
- Improve scheduling and coverage for CATS
- Standardize all operational plans for succession management



Reduce Drive Alone Trips (TDM)

- Increase participation in the Cougar Commute Advisor Program
- Increase transit route frequency
- Increase participation in transportation options
- Stimulate bike use through infrastructure improvements and increased awareness of program.
- Develop comprehensive carpool program
- Make the pedestrian mall more walkable


Use of Technology/ Systems/Data

- Move AIMS to EDC hosted environment
- Increase the adoption of mobile apps
- Provide real time occupancy data to customers

Improve Outreach (Marketing and Communication)

- Develop a comprehensive marketing plan 
- Increase social media following 


Reduce Cost/Increase Revenue

- Develop plan & complete zero-based budget for FY 2021
- Develop a multi-year plan to finance facilities maintenance and expansion 
- Increase “pay as you go” options

Build Parking Capacity

- Identify, prioritize, and solidify sites for future surface & garage parking

Foster Environment of Professional Development

- Establish development track for each permanent employee 
- Create career building opportunities for student employees